

EC'd Yes Last Received: 09/04/2012 2:10 PM

Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 943 Agency C/P1/P2/E 11/27/943
Buyer Stephanie Maroney Flight Dates 09/05/2012 - 09/14/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 5,500
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	8P-10P	THE X FACTOR (SEASON PREMIER 9/12/	:30	\$2,500.00	09/12-09/12	1	1	1	\$2,500.00	
	2	SU	7P-730P	THE O.T. (9/9-9/16 & 9/30)	:30	\$3,000.00	09/09-09/09	1	1	1	\$3,000.00	

---REPORT TOTALS---

Report Totals: 2 / \$5,500.00

---SALES MONTHLY TOTALS---

Sep 12: 2 / \$5,500.00
Sales Totals: 2 / \$5,500.00
Station Totals: 2 / \$5,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$15,714	CATV 0%	WAVY 18%	WGNT 0%	WPXV 0%	WTKR 47%
		WTVZ 0%	WVBT 35%	WVEC 0%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

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Estimate#	943	Agency C/P1/P2/E	11/27/943	Salesperson Phone#	215-567-6005
Buyer	Stephanie Maroney	Flight Dates	09/05/2012 - 09/14/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					
Demos	RA35+				

--- CREDIT RISK ---
CASH IN ADVANCE